PET FOOD MARKET

Petfood Industry provides solutions that will connect your company to over 40,000 industry professionals throughout the world.

**Focus on Audience:** Data-driven behavioral insight will maximize your marketing & communication results.

**Unique Capabilities:** Reach professionals engaged in multiple media channels with digital products, magazines and live Petfood Forum Conferences & Exhibitions.

**Premium Content:** Connect buyers to your brand through their engagement with exclusive market reports, industry data, company profiles and up-to-the-minute industry news.

### PRIMARY BUSINESS & INDUSTRY PROFILE

*Percentages based on consensus data*

- **6% - Allied to the Industry**
- **7% - Academia/Government**
- **8% - Veterinary Practice**
- **13% - Distributor/Broker/Import/Export**
- **Pet Food Manufacturer - 33%**
- **Nutritionist/Consultant - 16%**
- **Retail/Brand Owner/Copacker - 15%**

### PET FOOD INDUSTRY AUDIENCE ENGAGEMENT

- Magazines
- e-newsletters
- Website registrants, webinars, white papers, custom publications

**TOTAL pet food industry audience reach (unduplicated): 40,753**

### GEOGRAPHICAL BREAKDOWN

- **1,335** MIDDLE EAST/AFRICA
- **3,277** LATIN AMERICA
- **5,775** ASIA/PACIFIC
- **5,846** EUROPE
- **24,520** US/CANADA
MAGAZINES

*Petfood Industry*
Offering the most comprehensive and trusted information on the global pet food manufacturing industry. Published monthly in print and digital editions.
Total audience: 11,000

*Petfood Forum Show Guide*
The official program of events for Petfood Forum and Petfood Innovation Workshop. Published annually in April in print and digital editions.
Total audience: 12,000

WEBSITE & E-NEWSLETTERS

**www.PetfoodIndustry.com**
*Petfood Industry’s* improved, mobile-friendly website gives global professionals the ability to quickly and easily access the latest news, exclusive market data and Top Pet Food Companies on any device.
Average of 27,000 unique visitors per month, with 22,000 registered users

*Petfood Industry e-News*
This weekly e-newsletter is sent each Tuesday providing a unique glimpse into the latest news and happenings in the quickly growing global pet food marketplace, including information on global pet food manufacturing news, views and product information.
Total audience: 21,000

LIVE CONFERENCES & EXHIBITIONS

*Petfood Forum Conferences & Exhibitions*
Where the Global Pet Food Industry does business.

- **Petfood Forum 2016** – April 18-20, 2016
  Kansas City Convention Center – Kansas City, Missouri USA
- **Petfood Innovation Workshops** – April 18, 2016 & Fall 2016
  Kansas City Convention Center/KSU-Olathe Food Innovation Accelerator Lab
  – Kansas City, Missouri USA
  Kansas State University – Manhattan, Kansas USA
- **Petfood Forum Asia 2016** – March 30, 2016
  Bangkok International Trade & Exhibition Centre – Bangkok, Thailand
- **Petfood Forum China 2016** – August 19, 2016
  Shanghai World Expo Exhibition & Convention Center – Shanghai, China
- **Petfood Forum Europe 2017** – Date to be announced
  Koelnmesse – Cologne, Germany

ANNUAL DIRECTORY & BUYER’S GUIDE

Directory is published in print and digital editions, and available online at www.PetfoodIndustry.com

- **Petfood Industry Reference & Buyer’s Guide**